

**WHAT IS CLAIMED IS:**

1. A drinking cup lid comprising a raised central plateau adapted to receive a promotional game piece, said central plateau including a circumferential beveled segment over which a tab of the game piece may extend to thereby facilitate grasping of the game piece tab by a customer.
2. The lid of claim 1, wherein the raised plateau includes a planar annular upper wall, and a recessed well located in said annular upper wall.
3. The lid of claim 2, further comprising a straw opening co-located within said recessed well.
4. The lid of claim 3, wherein the straw opening is in the form of a cross-cut opening.
5. The lid of claim 2, further comprising an annular trough surrounding said central plateau.
6. The lid of claim 5, further comprising a circumferentially spaced apart series of annular raised segments positioned within said trough.
7. The lid of claim 5, further comprising an annular lid top wall surrounding the annular trough.
8. The lid of claim 1, comprising a circumferential rim for frictional engagement with a cup lip.

9. The lid of claim 2, wherein the plateau includes a ridge which extends upwardly from, and partially circumferentially bounds, said planar annular upper wall.
10. The lid of claim 9, further comprising a straw opening co-located within said recessed well.
11. The lid of claim 10, wherein the straw opening is in the form of a cross-cut opening.
12. The combination comprising a lid as in any one of claims 1-11, and a promotional game piece affixed to said central plateau.
13. The combination as in claim 12, wherein the game piece includes a straw aperture in substantial alignment with said straw opening co-located within said recessed well.
14. A drinking cup lid comprising:
  - an annular circumferential rim adapted to being physically attached to a top lip of a drinking cup;
  - a recessed well having a bottom wall; and
  - a promotional game piece affixed to said lid so as to cover said recessed well in spaced relationship to said bottom wall thereof.
15. The lid of claim 14, further comprising a raised central plateau, wherein said recessed well is formed in said plateau.

16. The lid of claim 15, wherein said raised plateau further comprises a straw opening co-located within said recessed well, and wherein said game piece further comprises a straw aperture in substantial alignment with said straw opening.

17. The lid of claim 16, wherein at least said straw opening is in the form of a cross-cut opening.

18. The lid of claim 16, wherein each of said straw opening and said straw aperture is in the form of a cross-cut opening.

19. The lid of claim 15, further comprising an annular trough surrounding said central plateau.

20. The lid of claim 19, further comprising a circumferentially spaced apart series of annular raised segments positioned within said trough.

21. The lid of claim 19, further comprising an annular lid top wall surrounding the annular trough.

22. The lid of any one of claims 15-21, wherein the raised plateau includes a circumferential beveled segment, and wherein the game piece includes a tab which extends outwardly over the beveled segment of the raised plateau, wherein grasping of the game piece tab by a customer is facilitated.

23. The lid of claim 15, wherein the game piece includes a lower sheet layer, and an upper removable covering layer containing game text and/or indicia.

24. The lid of claim 23, the raised plateau includes a circumferential beveled segment, and wherein the upper sheet layer of the game piece includes a tab which extends outwardly over the beveled segment of the raised plateau, wherein grasping of the tab by a customer and removal of at least a portion of the upper sheet layer is facilitated.

25. The lid of claim 15, wherein the plateau includes a raised annular upper wall which surrounds said recessed well, and a ridge which extends upwardly from, and partially circumferentially bounds, said planar annular upper wall.

26. The lid of claim 25, further comprising a straw opening co-located within said recessed well.

27. The lid of claim 26, wherein the straw opening is in the form of a cross-cut opening.

28. A method of making a drinking cup lid comprising:

- (a) providing a drinking cup lid with a raised central plateau which includes a planar annular upper wall, and a recessed well having a bottom surface located in said annular upper wall, and
- (b) affixing a promotional game piece to said annular upper wall such that said game piece covers said

recessed well in spaced relationship to said bottom surface thereof.

29. The method of claim 28, further comprising providing a straw opening co-located within said recessed well.

30. The method of claim 29, wherein said step of providing the straw opening includes forming a cross-cut in the recessed well.

31. The method of claim 28, further comprising providing an annular trough surrounding said central plateau.

32. The method of claim 28, further comprising forming said plateau with a beveled circumferential segment.

33. The lid of claim 32, wherein said game piece includes a tab, and wherein step (b) is practiced by affixing the game piece to said annular upper wall such that said tab extends outwardly over said beveled circumferential segment.

34. The method of claim 32, further comprising forming said plateau with an upwardly extending ridge which partially circumferentially bounds said recessed well between lateral end locations of the beveled circumferential segment.

35. The lid of claim 34, wherein said game piece includes a tab, and wherein step (b) is practiced by affixing the game piece to said annular upper wall such that said game piece is positioned within the

bounds of said ridge, and such that said tab extends outwardly over said beveled circumferential segment.